

AMENDMENT OF THE CLAIMS:

Please cancel claim 486, amend Claims 478-481, 484 and 488, and add newly presented Claims 490-507 as follows:

Claims 1-477 (canceled)

Claim 478 (currently amended): A Web-based electronic commerce (EC) enabled shopping network configured to allow members of a consumer product management team and authorized parties to communicate directly with consumers shopping at EC-enabled Websites along the World Wide Web (WWW), said Web-based EC-enabled shopping network comprising:

a plurality of e-commerce enabled information servers configured to support a plurality of EC-enabled Websites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Website includes a plurality of HTML-encoded pages containing one or more of images and text descriptions of consumer products ~~offered for purchase and sale by an EC-enabled payment method supported over the Internet;~~

a first Web-based subsystem configured to allow members of the product management team for ~~registered~~ one or more consumer ~~product~~ products, ~~as well as and/or~~ authorized parties, to create and manage a consumer product information (CPI) link structure for each ~~registered~~ said consumer product,

wherein said CPI link structure comprises the following items:

(i) a ~~Unique Product Number (UPN)~~ unique product identifier assigned to the ~~said~~ consumer product; and

(ii) a set of URLs for a plurality of consumer product information (CPI) resources ~~stored on Web-based information servers operably connected to~~ located on the WWW;

a second Web-based subsystem configured to allow product management team members ~~and~~ and/or authorized parties, associated with a ~~registered~~ said consumer product, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for the ~~the~~ said one or more consumer product ~~so that each said deployed MMVK can be installed in and launched from~~

products, being installable in one or more of said HTML-encoded pages located in said EC-enabled Websites, and accessible by consumers using a Web browser;

wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW and including code specifying the UPN unique product identifier assigned to said consumer product, and (ii) a MMVK tag embodying a unique URL that references said computer-executable server-side component and embedded within at least one of said HTML-encoded pages located in said EC-enabled Websites;

~~wherein said first Internet-enabled information server generates and serves each said MMVK to the Web browser of a consumer, and said Web browser displays; and~~

wherein each said MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by the consumer using said Web browser;

a plurality of Web-based information servers operably connected to the WWW, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set plurality of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a library of MMVK tags on the WWW, for each ~~registered~~ said consumer product, for which at least one said MMVK has been created and deployed and corresponding MMVK tag is ready for installation on the one or more of said HTML-encoded pages ~~of said EC-enabled Websites;~~

wherein said second Internet-enabled information server is configured to allow said product management team members ~~and~~ and/or said authorized parties to download and install at least one MMVK tag in at least one said HTML-encoded page located in at least one said EC-enabled Website;

wherein said set of URLs included with said CPI link structure for ~~a registered~~ said consumer product specify the location of corresponding CPI resources stored on said Web-based information servers ~~located on the WWW;~~

~~wherein a plurality of said CPI resources program one or more of said advertising, promotional and CPI menu display modes of the MMVK created and deployed for the registered consumer product associated with said CPI link structure;~~

wherein said second Web-based subsystem is further configured to allow the product management team members ~~and~~ and/or authorized parties to access said library and download one or more MMVK tags from said second Internet-enabled information server, for installation of said MMVK tags in at least one said HTML-encoded page ~~of at least one of said EC-enabled Websites pages;~~

a third Web-based subsystem configured to allow the product management team members ~~and~~ and/or authorized parties to independently program at least one of the advertising display mode of each MMVK with one or more advertising spots, and the promotional display mode of the said MMVK with one or more promotional spots;

wherein said first Web-based subsystem is configured to allow said product management team members ~~and~~ and/or authorized parties to independently program said CPI menu display mode of each said ~~installed~~ MMVK;

wherein, the Web-browser of the consumer is configured to process said installed MMVK tag embedded within at least one said HTML-encoded page, ~~and;~~

wherein said first Internet-enabled information server is configured to automatically ~~executes~~ execute the computer-executable server-side component corresponding to the installed MMVK tag and ~~generates and serves; and~~

wherein said first Internet-enabled information server is configured to generate and serve the corresponding MMVK to the Web browser, for display by the Web browser and review by the consumer at the EC-enabled Website.

Claim 479 (currently amended): The Web-based EC-enabled shopping network of Claim 478, wherein, for each MMVK created and deployed for ~~a registered~~ one said consumer product, the computer-executable server-side component associated with the MMVK comprises ~~the UPN~~ said unique product identifier assigned to the consumer product.

Claim 480 (currently amended): The Web-based EC-enabled shopping network of Claim 478, wherein, for each MMVK created and deployed for ~~a particular~~ one said consumer product, the

computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 481 (currently amended): The Web-based EC-enabled shopping network of Claim 478, wherein said CPI link structure further comprises, for each consumer product,

- (iii) a Trademark (TM) assigned to ~~the registered~~ said consumer product;
- (iv) a Product Descriptor (PD) associated with ~~the registered~~ said consumer product; and
- (v) a set of display attributes associated with each CPI resource in said CPI link structure.

Claim 482 (previously presented): Web-based EC-enabled shopping network of Claim 478, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 483 (previously presented): The Web-based EC-enabled shopping network of claim 478, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 484 (currently amended): The Web-based EC-enabled shopping network of claim 481, which further comprises a supply-chain information management system configured to import said ~~UPN~~ unique product identifier, said TM and said PD associated with each said CPI link structure, into a database supported on said Web-based EC-enabled shopping network.

Claims 485-487 (canceled)

Claim 488 (currently amended): The Web-based EC-enabled shopping network of Claim 478, wherein said ~~UPN~~ unique product identifier is a Universal Product Number.

Claim 489 (previously presented): The Web-based EC-enabled shopping network of Claim 488, wherein said Universal Product Number is selected for the group consisting of a UPC number and a UPC/EAN number.

Claim 490 (new): A Web-based electronic commerce (EC) enabled shopping network configured to allow members of a consumer product management team and authorized parties to communicate directly with consumers shopping at EC-enabled Websites along the World Wide Web (WWW), said Web-based EC-enabled shopping network comprising:

- a plurality of e-commerce enabled information servers configured to support a plurality of EC-enabled Websites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Website includes a plurality of HTML-encoded pages containing one or more of images and text descriptions of consumer products;

- a first Web-based subsystem configured to allow members of the product management team for one or more consumer products, and/or authorized parties, to create and manage a consumer product information (CPI) link structure for each said consumer product,

- wherein said CPI link structure comprises the following items:

- (i) a unique product identifier assigned to said consumer product; and

- (ii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW;

- a second Web-based subsystem configured to allow product management team members and/or authorized parties, associated with said consumer product, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for said one or more consumer products, and being installable in one or more of said HTML-encoded pages, and accessible by consumers using a Web browser;

- wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW and including code specifying the unique product identifier assigned to said consumer product, and (ii) a MMVK tag embodying a unique URL that references said computer-executable server-side component and embedded within at least one of said HTML-encoded pages located in said EC-enabled Websites; and

- wherein each said MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional

display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources;

a plurality of Web-based information servers operably connected to the WWW, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said plurality of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a library of MMVK tags on the WWW, for each said consumer product, for which at least one said MMVK has been created and deployed and corresponding MMVK tag is ready for installation on one or more of said HTML-encoded pages;

wherein said set of URLs included with said CPI link structure for said consumer product specify the location of corresponding CPI resources stored on one or more of said plurality of Web-based information servers;

wherein said first Web-based subsystem is configured to allow said product management team members and/or authorized parties to independently program said CPI menu display mode of each said MMVK;

a second Web-based subsystem configured to allow the product management team members and/or authorized parties to independently program at least one of the advertising display mode of each MMVK with one or more advertising spots, and the promotional display mode of said MMVK with one or more promotional spots;

wherein the Web-browser of the consumer is configured to process said installed MMVK tag embedded within at least one said HTML-encoded page;

wherein said first Internet-enabled information server is configured to automatically execute the computer-executable server-side component corresponding to the installed MMVK tag and; and

wherein said first Internet-enabled information server is configured to generate and serve the corresponding MMVK to the Web browser, for display by the Web browser and review by the consumer at the EC-enabled Website.

Claim 491 (new): The Web-based EC-enabled shopping network of Claim 490, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable

server-side component associated with the MMVK comprises said unique product identifier assigned to the consumer product.

Claim 492 (new): The Web-based EC-enabled shopping network of Claim 490, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 493 (new): The Web-based EC-enabled shopping network of Claim 490, wherein said CPI link structure further comprises, for each said consumer product,

- (iii) a Trademark (TM) assigned to said consumer product;
- (iv) a Product Descriptor (PD) associated with said consumer product; and
- (v) a set of display attributes associated with each CPI resource in said CPI link structure.

Claim 494 (new): Web-based EC-enabled shopping network of Claim 490, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 495 (new): The Web-based EC-enabled shopping network of claim 490, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 496 (new): The Web-based EC-enabled shopping network of claim 493, which further comprises a supply-chain information management system configured to import said unique product identifier, said TM and said PD associated with each said CPI link structure, into a database supported on said Web-based EC-enabled shopping network.

Claim 497 (new): The Web-based EC-enabled shopping network of Claim 490, wherein said unique product identifier is a Universal Product Number.

Claim 498 (new): The Web-based EC-enabled shopping network of Claim 497, wherein said Universal Product Number is selected for the group consisting of a UPC number and a UPC/EAN number.

Claim 499 (new): A Web-based electronic commerce (EC) enabled shopping network configured to allow members of a consumer product management team and authorized parties to communicate directly with consumers shopping at EC-enabled Websites along the World Wide Web (WWW), said Web-based EC-enabled shopping network comprising:

- an e-commerce enabled information server configured to support an EC-enabled Website selected, including a plurality of HTML-encoded pages containing one or more of images and text descriptions of consumer products;

- a first Web-based subsystem configured to allow members of the product management team for one or more consumer products, and/or authorized parties, to create and manage a consumer product information (CPI) link structure for each said consumer product,

- wherein said CPI link structure comprises the following items:

- (i) a unique product identifier assigned to said consumer product; and

- (ii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW;

- a second Web-based subsystem configured to allow product management team members and/or authorized parties, associated with said consumer product, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for said one or more consumer products, and being installable in one or more of said HTML-encoded pages, and accessible by consumers using a Web browser;

- wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW and including code specifying the unique product identifier assigned to said consumer product, and (ii) a MMVK tag embodying a unique URL that references said computer-executable server-side component and embedded within at least one of said HTML-encoded pages; and

- wherein each said MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional



display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources;

a plurality of Web-based information servers operably connected to the WWW, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said plurality of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a library of MMVK tags on the WWW, for each said consumer product, for which at least one said MMVK has been created and deployed and corresponding MMVK tag is ready for installation on one or more of said HTML-encoded pages;

wherein said set of URLs included with said CPI link structure for said consumer product specify the location of corresponding CPI resources stored on one or more of said plurality of Web-based information servers;

wherein said first Web-based subsystem is configured to allow said product management team members and/or authorized parties to independently program said CPI menu display mode of each said MMVK;

a second Web-based subsystem configured to allow the product management team members and/or authorized parties to independently program at least one of the advertising display mode of each MMVK with one or more advertising spots, and the promotional display mode of said MMVK with one or more promotional spots;

wherein the Web-browser of the consumer is configured to process said installed MMVK tag embedded within at least one said HTML-encoded page;

wherein said first Internet-enabled information server is configured to automatically execute the computer-executable server-side component corresponding to the installed MMVK tag and; and

wherein said first Internet-enabled information server is configured to generate and serve the corresponding MMVK to the Web browser, for display by the Web browser and review by the consumer at said EC-enabled Website.

Claim 500 (new): The Web-based EC-enabled shopping network of Claim 499, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable

server-side component associated with the MMVK comprises said unique product identifier assigned to the consumer product.

Claim 501 (new): The Web-based EC-enabled shopping network of Claim 499, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 502 (new): The Web-based EC-enabled shopping network of Claim 490, wherein said CPI link structure further comprises, for each said consumer product,

- (iii) a Trademark (TM) assigned to said consumer product;
- (iv) a Product Descriptor (PD) associated with said consumer product; and
- (v) a set of display attributes associated with each CPI resource in said CPI link structure.

Claim 503 (new): Web-based EC-enabled shopping network of Claim 499, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 504 (new): The Web-based EC-enabled shopping network of claim 499, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 505 (new): The Web-based EC-enabled shopping network of claim 502, which further comprises a supply-chain information management system configured to import said unique product identifier, said TM and said PD associated with each said CPI link structure, into a database supported on said Web-based EC-enabled shopping network.

Claim 506 (new): The Web-based EC-enabled shopping network of Claim 499, wherein said unique product identifier is a Universal Product Number.

Claim 507 (new): The Web-based EC-enabled shopping network of Claim 506, wherein said Universal Product Number is selected for the group consisting of a UPC number and a UPC/EAN number.